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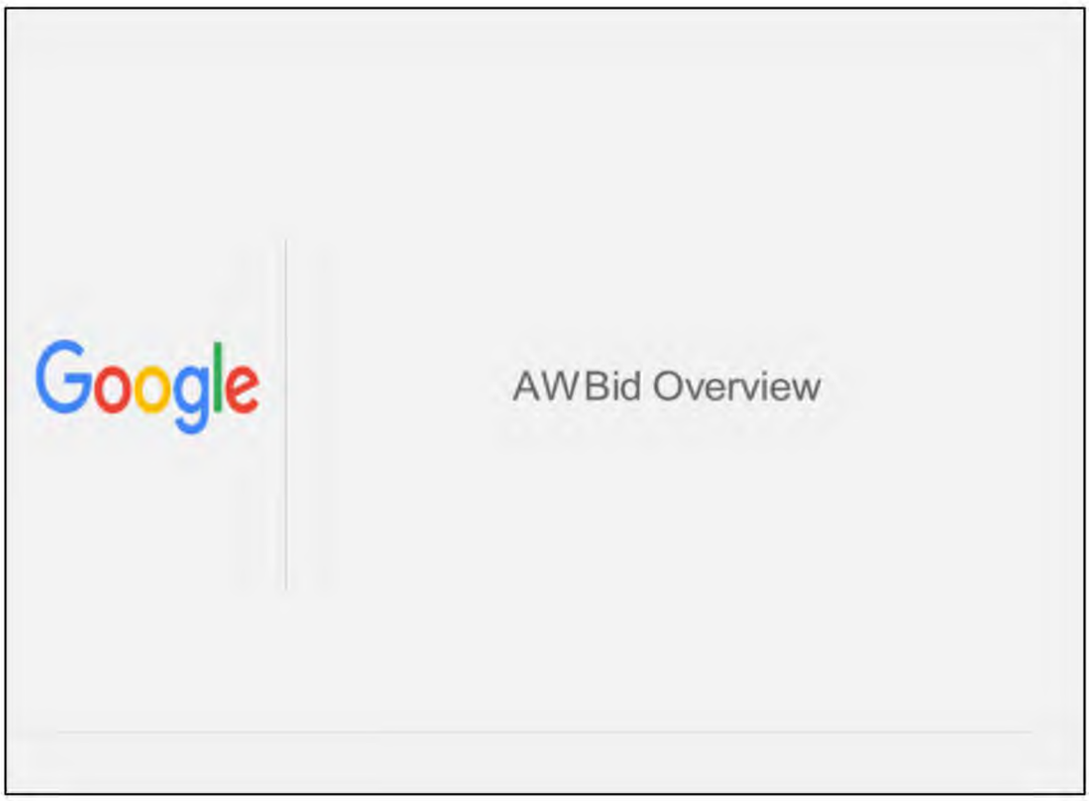
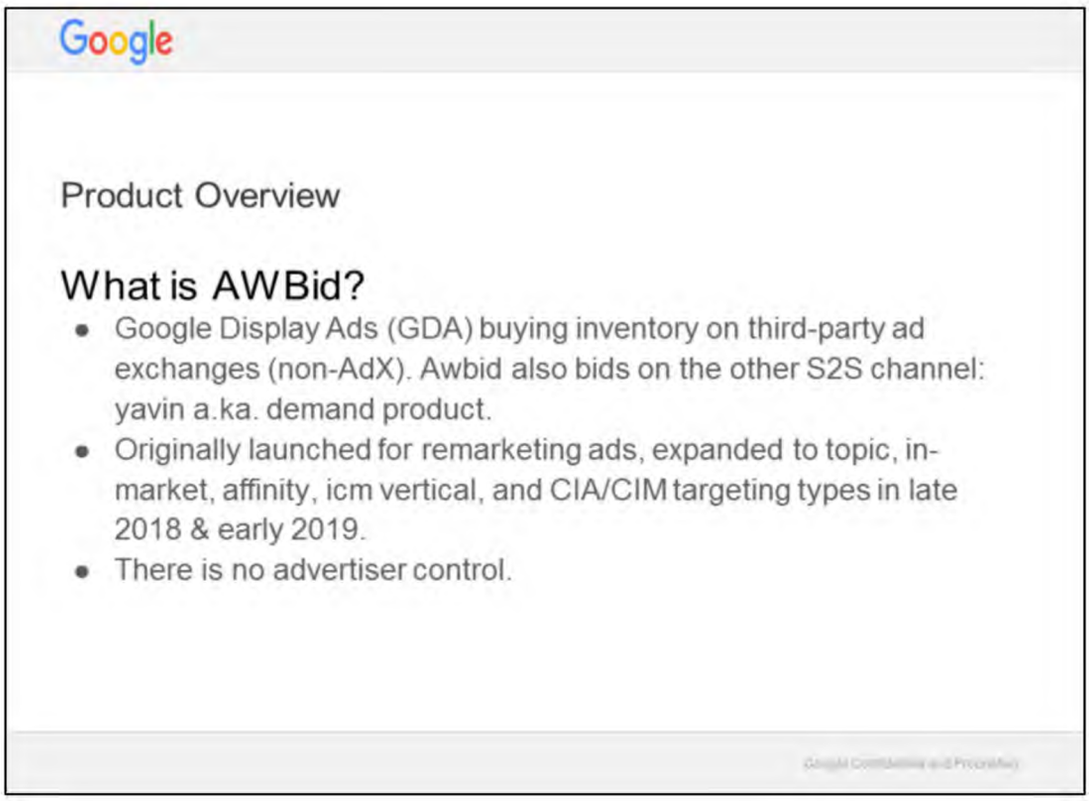
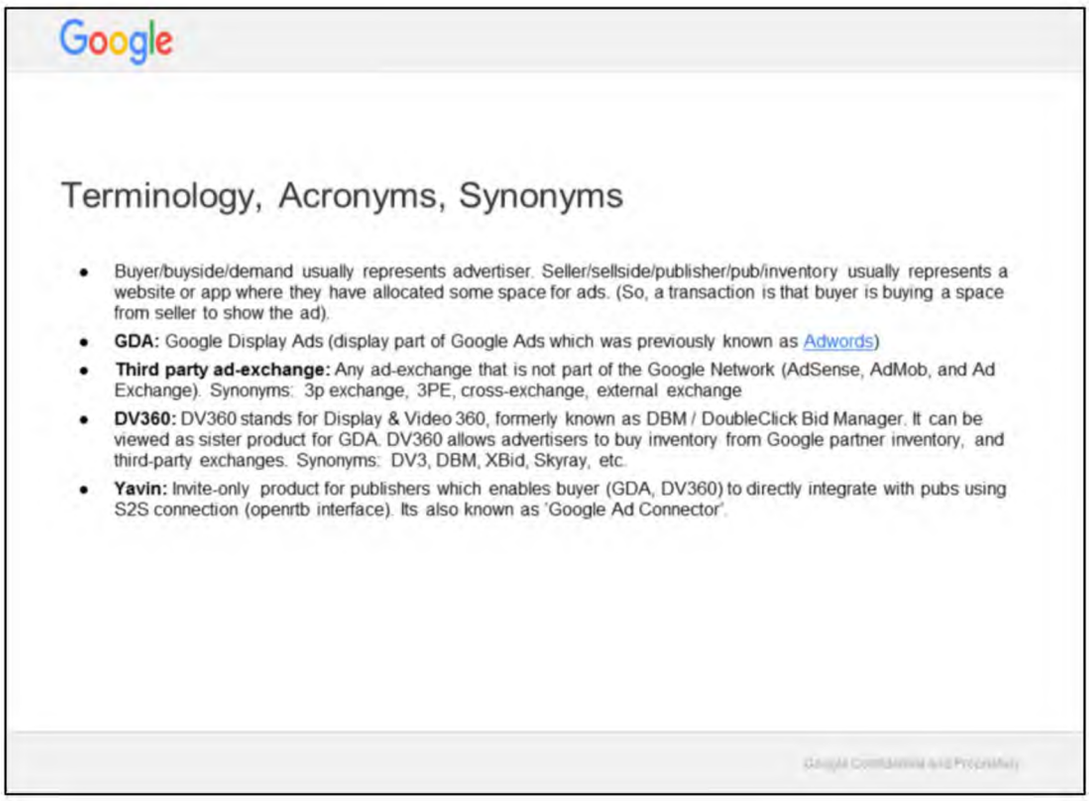

Google
AWBid Overview



- Why it was launched originally for remarketing only?
- Remarketing is where Adwords faces the most competitive pressure and most benefit from additional reach. Majority of remarketing advertisers are not budget constrained and want more conversion volume.
- Greatly reduces concerns about impact to publisher business.
- Simplifying targeting helps meet tight exchange response deadlines
- Back in 2014, 2015 - GDA remarketing was facing stiff competition from industry; We also lost a few head to head tests with GDA competitors. One of the reasons was not having access to diverse inventory. Awbid's primary goal since its start has been to increase the inventory access to GDA remarketing & dynamic remarketing customers. That continues to be the mission of the team & product. In 2017/2018, we have also started focussing on growing net revenue (margin optimization, expansion to rest of the GDA ad demand)



Google

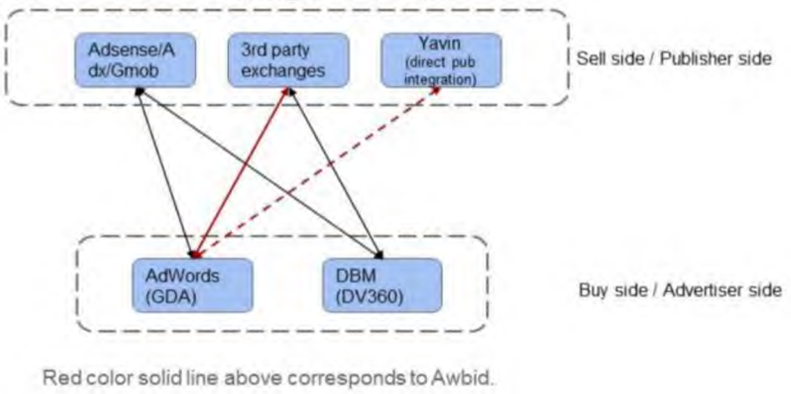
Terminology, Acronyms, Synonyms

- Buyer/buyside/demand usually represents advertiser. Seller/sellside/publisher/pub/inventory usually represents a website or app where they have allocated some space for ads. (So, a transaction is that buyer is buying a space from seller to show the ad).
- **GDA:** Google Display Ads (display part of Google Ads which was previously known as Adwords)
- **Third party ad-exchange:** Any ad-exchange that is not part of the Google Network (AdSense, AdMob, and Ad Exchange). Synonyms: 3p exchange, 3PE, cross-exchange, external exchange
- **DV360:** DV360 stands for Display & Video 360, formerly known as DBM / DoubleClick Bid Manager. It can be viewed as sister product for GDA. DV360 allows advertisers to buy inventory from Google partner inventory, and third-party exchanges. Synonyms: DV3, DBM, XBid, Skyray, etc.
- **Yavin:** Invite-only product for publishers which enables buyer (GDA, DV360) to directly integrate with pubs using S2S connection (openrtb interface). Its also known as 'Google Ad Connector'.

Google
Mission Statement
"Increase the access of GDA advertisers, specifically remarketing, dynamic remarketing advertisers; Grow google profit (net revenue) via expansions (demand) & margin optimizations"

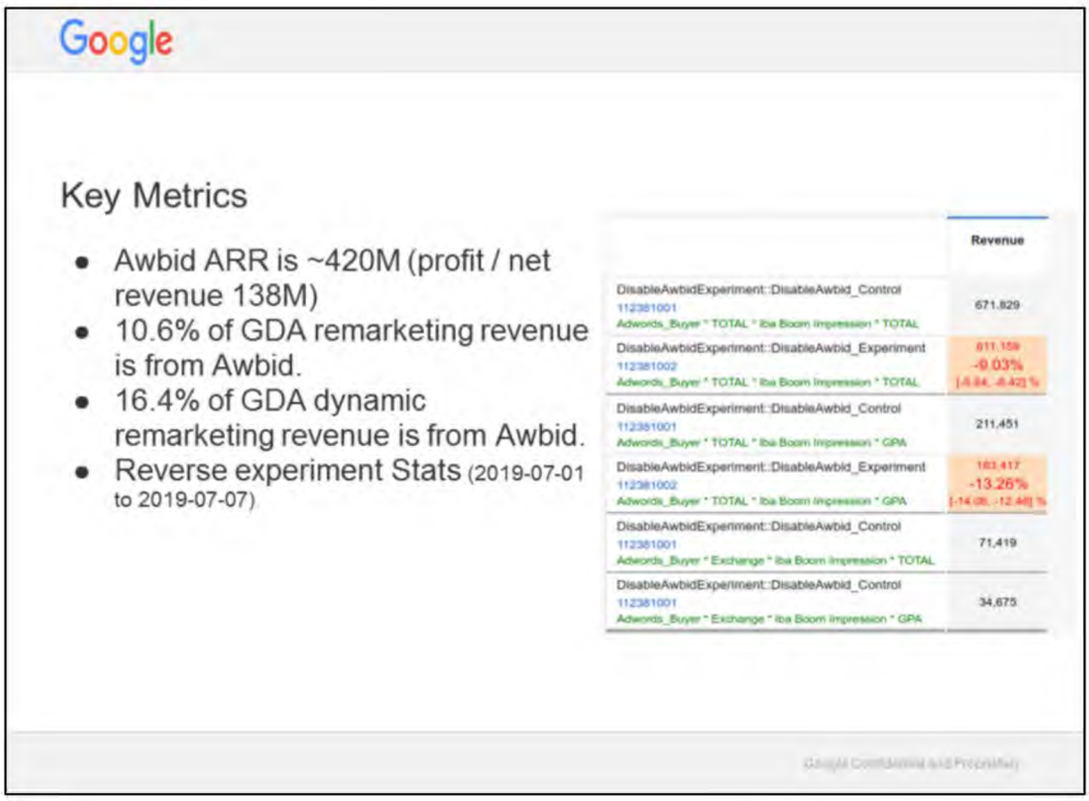
Google

Product Overview (Big picture)



Red color solid line above corresponds to Awbid.

In Awbid type2 serving, serving is split into two passes:
In first pass, we respond to exchange with bid and tag that contains adgroup-creative-id & other metadata that is needed to run the second pass. If awbid ad wins the auction, then the tag is rendered on the browser, which makes a call to bow & initiates seconds pass. In second pass, creative fetch & fulfillment of the given creative id is done.
(Skip: Implement a lightweight creative fetch flow to fetch a given adgroup creative from the stack.)



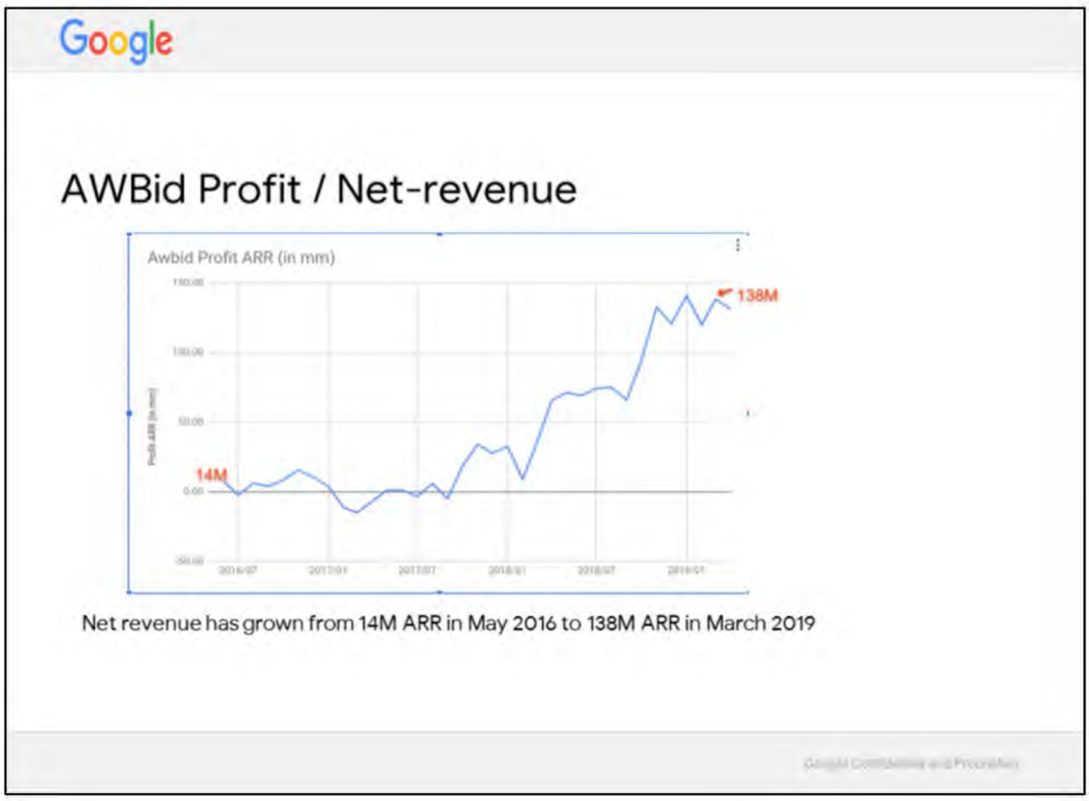
Google

Key Metrics

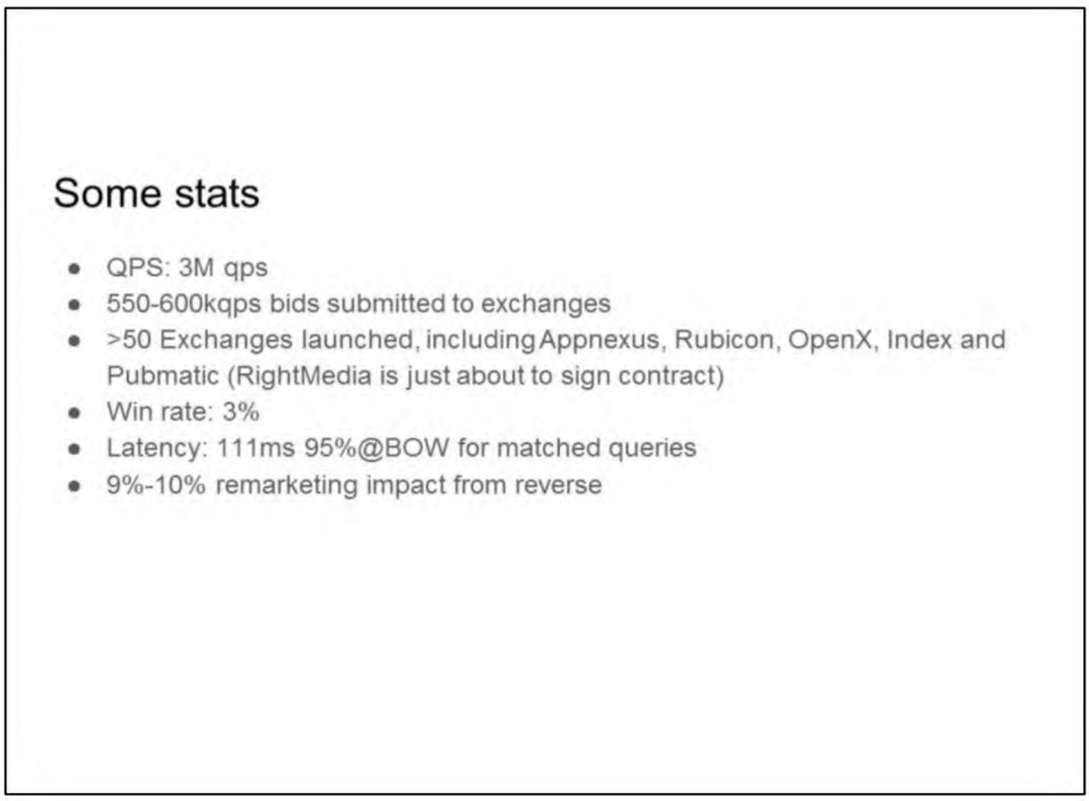
- Awbid ARR is ~420M (profit / net revenue 138M)
- 10.6% of GDA remarketing revenue is from Awbid.
- 16.4% of GDA dynamic remarketing revenue is from Awbid.
- Reverse experiment Stats (2019-07-01 to 2019-07-07)

	Revenue
DisableAwbidExperiment::DisableAwbid_Control 112381001 Adwords_Buyer * TOTAL * Iba Boom Impression * TOTAL	671,829
DisableAwbidExperiment::DisableAwbid_Experiment 112381002 Adwords_Buyer * TOTAL * Iba Boom Impression * TOTAL	611,159 -9.03% [-9.84, -8.42] %
DisableAwbidExperiment::DisableAwbid_Control 112381001 Adwords_Buyer * TOTAL * Iba Boom Impression * GPA	211,451
DisableAwbidExperiment::DisableAwbid_Experiment 112381002 Adwords_Buyer * TOTAL * Iba Boom Impression * GPA	183,417 -13.26% [-14.08, -12.44] %
DisableAwbidExperiment::DisableAwbid_Control 112381001 Adwords_Buyer * Exchange * Iba Boom Impression * TOTAL	71,419
DisableAwbidExperiment::DisableAwbid_Control 112381001 Adwords_Buyer * Exchange * Iba Boom Impression * GPA	34,675

Reference: https://screenshot.googleplex.com/4gMjb7Mt6EK



Net revenue has grown from 14M ARR in May 2016 to 138M ARR in March 2019



100ms for 95%le @ bow for all exchange matched queries, 109ms for awbid matched queries. Most of the awbid eligible queries are also eligible for dbm, and hence they consume more latency. Reference: https://rasta.corp.google.com/#/metrics?label=_:GgmzdmryRnvGSiGhfN2QdQ4zsuM

Awbid challenges

- Latency: around 100ms deadline
- Spam: it's a wild world out there
- Cookie matching: >30% queries lost due absence of matched biscotti
- Safari ITP, GDPR etc. are much harder to solve in 3p ecosystem.
- Brand safety / domain misrepresentation
- Exchange policies on data use: no cross-exchange profile building, exchange coop still in progress
- Privacy: due to stale cookie match, actual user cookie could be opt out
- Weird auctions: soft/dynamic floors (less auction discount)
- Exchange bills discrepancy aka view loss

Awbid challenges (contd.)

- Exchange publisher blocks, format requirements, click pricing problems, creative review/registration, and more…
- Publisher Quality: old enforcement system too aggressive without direct pub relationship (addressed to large extend with PQ2.0 launched in late 2016)

Appendix

Criteo Compete Analysis

go/xExCompete (Q1 2016)

author: nemve@ 2/26 **ATTORNEY-CLIENT PRIVILEGED AND CONFIDENTIAL**

***Criteo data extracted from their site which says it's last updated on 12/11/2015, analysis may be missing partners Criteo onboarded in Jan/Feb 2016.

Exchange/Platform (Criteo Partners)	Status on AWBid Partners	Primary Market	AWBid Comments
AdForm			
Admax	On the roadmap	China	Via BidSwitch
AdMeta	On the roadmap	Sweden	Via BidSwitch; parent:WideOrbit
AdRiver	On the roadmap	Russia	Via BidSwitch
AdScale	2016 Q2 Launch	Germany	Can do Via BidSwitch and going direct
Adskom	On the roadmap	Indonesia	Via BidSwitch
AdSki			
Amobee			
AOL Adtech	On the roadmap	US	Via BidSwitch or direct
Appnexus	On the roadmap	US	In negotiations, about to close soon
Baidu	On the roadmap	China	In negotiations, about to close the renewal deal in March
Between Digital	On the roadmap	Russia	Via BidSwitch
Index Exchange	Launched!	US	aka Casale Media
Centro	On the roadmap	US	Via BidSwitch
Cox	On the roadmap	US	Via BidSwitch
Facebook	On the roadmap		
Fak Technologies	On the roadmap	Germany	Via BidSwitch
Fluct			
Geniee	On the roadmap	Japan	Via BidSwitch
Google			
iBillboard	On the roadmap	Turkey	Via BidSwitch
Improve	On the roadmap	EU	assumption, Improve=Improve Digital
Inneractive	On the roadmap	US	Via BidSwitch
MADS	On the roadmap	NL	Via BidSwitch
MicroAd	2016 Q2 launch		
Microsoft			isn't this now Appnexus or AOL, no MAX
Mobfox	On the roadmap	Austria	Via BidSwitch
Mocsplex			
MoPub	On the roadmap	US	Parent: Twitter
NetSprint	On the roadmap	Poland	Via BidSwitch
Nexage	On the roadmap	US	Via BidSwitch
OpenX	Launched!		

Rasta Tips

Awbid slice: Adwords buyer x content type = Exchange

https://screenshot.googleplex.com/PKROFJdNF03

Matched query latency: (buyer = None + remaining) x external exchange eligibility type x backend latency metrics (not performance metrics)

https://screenshot.googleplex.com/XERJrjb3QsZ

Don't use exchange eligibility slice for quality stats, unless you really know what's going on! :)

Awbid References

go/awbid team site, awbid-eng@ mailing list

go/awbid-console - production console

go/awbid-dremel for information on logs, sample queries

go/awbid-debug, go/awbid-bow-debug - to replay a debug request